

BRIDGES TO GROWTH

NOVEMBER 17, 2016 • RESTON, VA

"It's not just the quantity of attendees [at the Summit], but it's also the quality. The executive-level pull that you guys have had at the event is really super valuable to HP."

ROBERT STRELSER,
HP

"There's been a great value to sponsor the immixGroup Summit today. We got to meet with so many partners—a lot of existing partners that we're already doing business with—but we've opened up some new doors today and got to meet some new folks that are interested in A10 and our solution... We're getting to tell our story today."

JEN LBOUF,
A10 Networks

Sponsorship Opportunities

Doing business in the public sector continues to change. Companies need to bridge a widening gap to make the most of XaaS models and new revenue streams, changing procurement policies, technology advances, and an evolving Channel ecosystem. Actionable market intelligence, expert insight, and key relationships are crucial to building bridges to growth.

The 3rd Annual Government IT Sales Summit will once again bring together solution providers, systems integrators, and IT manufacturers to network and hear from some of the best and most-respected government and industry IT leaders, as well as provide unparalleled networking opportunities.

This one-day event sold out in 2015 with more than 900 attendees representing more than 300 companies. immixGroup invites you to take advantage of the opportunity to **position your company as a leader and a strategic partner** by becoming a sponsor of the 3rd Annual Government IT Sales Summit.

See What Your Peers Have to Say About Their Summit Experience at www.GovITSalesSummit.com

WHY SPONSOR?



Relationships are essential to success in the public sector market. Connect with your peers and demonstrate your market leadership to an audience of solution providers, systems integrators, and IT manufacturers.

Build a stronger public sector channel.

To win more deals you need to engage with the right solution providers, systems integrators, and IT manufacturers — including companies of varying sizes with different contract vehicles, technology specializations, and socio-economic statuses. Get face time with current and potential partners to promote your channel program, showcase products and solutions, and build new relationships through:

- Speaking opportunities
- Networking throughout the day
- Vendor tabletop expo
- Private meetings and public presentations
- Branding exposure throughout the event

WE SOLD OUT EVERY YEAR - RESERVE YOUR SPONSORSHIP TODAY

"[The Summit] is generating conversations that naturally wouldn't happen. It would probably take five to six months to progress, but [here] we're able to progress in a very short matter of time. So when looking at this from a networking perspective, it's absolutely huge. We get exposure with system integrators, we get exposure with actual agency contacts that are presenting as well. And we get a better understanding of the vehicles that we're using here in 2016."

BRUCE SCHONK,
Mulesoft

Fill your pipeline. Give your government sales, business development, channel, and marketing personnel the actionable information they need to find qualified prospects and close more business. Learn where the right product sales opportunities are, where to direct your limited resources, and how to accelerate your sales cycles in the challenging government IT landscape. Sponsors receive:

- Introductions to other IT manufacturers for potential collaboration opportunities
- Market Intelligence to guide sales strategies based on key government programs, available funding, and planned purchases
- Territory planning tools to make your sales team more productive and efficient
- Relevant insights for IT companies from current and former government executives
- Advice from your peers based on lessons-learned, kudos-earned, and where they see the market going
- Tips for protecting your recurring revenue streams and capturing more state and local business

Prepare your team for success. Update your staff on changing government technology requirements and priorities that could impact current and future sales. They'll learn:

- How to align sales and marketing messages in areas that matter to public sector decision-makers
- With what complementary technologies to align to address a broader set of government requirements
- How to best work with a changing channel ecosystem and the shift from new license models to XaaS revenue streams
- Which new acquisition policies, key contract vehicles, and procurement drivers will impact IT programs and departmental budgets

See What Your Peers Have to Say About Their Summit Experience at www.GovITSalesSummit.com

SPONSORSHIP PACKAGES



Sponsorships sold out in 2015. Guarantee your sponsorship today!

COST	Sold Out! PLATINUM	Sold Out! GOLD	SILVER	BRONZE
	\$25,000	\$19,000	\$14,000	\$8,000
Summit passes (additional passes are \$195)	10	8	6	4
Invitation to David Stewart's "Summit Eve" executive dinner	✓			
Logo branding and passes for one of several invitation-only "Summit Eve" partner dinners		2		
Passes to one of several invitation-only "Summit Eve" partner dinners	2			
NEW: Speaking slot on 1 afternoon breakout session (panelist subject to approval by immixGroup)	✓			
Reserved table in Keynote ballroom	✓	✓		
6 ft. expo table	✓	✓	✓	✓
Branding at one: Networking breakfast Networking lunch Networking reception Networking break	✓			
Half-day access to private meeting room (8:00 a.m. - 11:30 p.m. or 12:00 p.m. - 3:30 p.m.)	✓			
Ad in Summit program (creative due by 10/7)	1/2 page	1/4 page	1/4 page	
Logo placement on website, select emails, and signage	✓	✓	✓	✓
50-word company description in Summit program (company description due by 10/7)	✓	✓	✓	✓
Tote bag insert	✓			
Post-Summit full registration/attendee list	✓	✓		
One-time use of post-Summit attendee list			✓	✓

See What Your Peers Have to Say About Their Summit Experience at www.GovITSalesSummit.com

SPONSORSHIP AGREEMENT



Main Contact:	Title:
Company:	Email:
Website:	Phone:
Alternative Contact:	Email:
Sponsorship Level/Item Preferred:	Cost:

Please select a payment option:

- Invoice** **immixGroup-managed MDF** **Supplier-managed MDF/partner funds**

PO# (if applicable): _____

Special Invoicing Instructions/Requests: _____

- Credit card** - please print clearly

Amount to charge: _____ VISA MC AMEX Exp Date: _____

Name on Card: _____ Credit Card Number: _____

Billing Address: _____

Signature: _____

Note:
If the sponsorship level you have selected is sold out, you will be contacted to discuss other available opportunities.

Agreement:
By signature of this contract, Sponsors and their employees agree to the prices on this contract and agree to abide by the Contract Terms and Conditions available online at:

<https://www.govitsalessummit.com/ehome/govitsalessummit/Sponsorship-Terms/>

This agreement is entered into by immixGroup and the undersigned Sponsor for the 2016 Government IT Sales Summit, November 17, 2016.

Sponsor:
Authorized Rep: _____
Title: _____
Date: _____

immixGroup:
By: _____
Title: _____
Date: _____

**Complete this form and fax to: Attn: Government IT Sales Summit at (703) 752-0611
or email: GovITSalesSummit@immixgroup.com**